

# Edina Liquor

## uncorked

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## Grain Belt Beer: A Minnesota Staple

By Eric Pellinen

Grain Belt Beer's beginnings are set in 1893 in Northeast Minneapolis as part of the Minneapolis Brewing Company. The only variety made then was Grain Belt Golden, which is no longer produced. Prohibition stopped its production from 1920 to 1933, but unlike many other brands of the time, Grain Belt survived. In 1947, Grain Belt Premium made its debut. Despite the many changes, the red diamond on the label remains one of the most recognized icons in our state.

Grain Belt brewed in Northeast Minneapolis for 82 years before it was sold in 1975, moving production to St. Paul. The St. Paul brewery (owned and run by G. Heileman Brewing Company) closed in 1989, causing Grain Belt's production to move outside of Minnesota.

In 1991, two years after moving to La Crosse, Wis., a new company, Minnesota Brewing Company, brought Grain Belt back to St. Paul. Minnesota Brewing Company purchased the brewery and the rights and recipe for the beer.

By 2002, Minnesota Brewing Company declared bankruptcy and Grain Belt was on the move again, this time landing in New Ulm, Minn., with the August Schell Brewing Company. As the second oldest family-owned brewery in the United States, it seems a fitting home for such a landmark beer.



Grain Belt has continued to thrive and grow in its newest home. In 2010, Schells added a new member to the Grain Belt family. Nordeast – a malty, sweet amber lager, – pays homage to the original brewery and the people of Northeast Minneapolis.

All three Edina Liquor locations carry this piece of Minnesota history and brewing tradition. 🍷

*Eric Pellinen is Manager of Edina Liquor — 50th & France*

## Mojitos Are The Perfect Summer Drink

By Greg Keehr

While some flock to drinks such as beer and wine to cool down, others have found the refreshing nature of a mojito to be just what they need. Edina Liquor carries several varieties of pre-made mojitos, but why not make one from scratch?



**Greg Keehr**  
Assistant Liquor  
Operations  
Director

A mojito is a cocktail that originated in Cuba and consists of just five ingredients: white rum, sugar (sugar cane juice or simple sugar), lime juice, club soda and mint. The refreshing sweetness of the citrus combines with the cool mint flavors to overcome the power of the rum. The result is a low-alcohol beverage that makes for a great summer drink.

### Ingredients

- 10 fresh mint leaves
- 1/2 lime, cut into 4 wedges
- 2 tablespoons white sugar, or sweeten to taste
- 1 cup ice cubes
- 1 1/2 fluid ounces white rum
- 1/2 cup club soda

The key to preparing a mojito is to start with one lime wedge and mint. These two ingredients are added together in a highball glass. The ingredients are then gently mashed together with a stick called a muddler. Two more lime wedges and sugar are added. Mashing releases essential oils from the mint and combines them into the sugar and citrus, melding the flavors, but it should not be strained. The rum is then added and stirred to dissolve the sugar. The final step is to add ice and club soda. A final stir and a garnish of mint leaves or a slice of lime completes the drink. 🍷

*Greg Keehr is Assistant Liquor Operations Director and Manager of Edina Liquor — Grandview*

## Staff Picks

### Bridlewood Central Coast Pinot Noir:

The dark cherry, smoke and herb aromas seem to jump out of a glass of Bridlewood Pinot Noir. On the palate, the flavors are primarily cherry, raspberry and plum, which accentuate the mushroom, oak and cigar box-like flavors. The overall impressions are soft and lush, with a rich flavor profile. A great balance between acidity and tannins make this a perfect wine for almost any meal. If a heavier, bolder pinot is what you are looking for, this is just what the doctor ordered.

\$17.99 for 750 mL

*Picked by Dave Tomko, Assistant Manager of Edina Liquor — Southdale*



### Angry Orchard:

I have tried many ciders in the past few months and really enjoy Angry Orchard. It offers three gluten-free varieties: Crisp Apple, Apple Ginger and Traditional Dry. All three offer remarkably crisp, refreshing and distinct flavors for any palate. This refreshing cider offers sweet apple notes up front with a subtle dryness at the finish for a balanced cider taste. The addition of Fuji apples adds a layer of complexity and slightly sweet, ripe apple flavor.

\$7.99 for six-pack bottles

*Picked by Tim Hengemuhle, Assistant Manager of Edina Liquor — Grandview*



### Beefeater 24 London Dry Gin:

Beefeater 24 is a new take on a classic gin. Japanese Sencha green tea, Chinese green tea and grapefruit rind, along with the botanicals of classic gin, are steeped in a grain spirit in a copper pot for 24 hours prior to distillation. There is a strong citrus flavor on the front end, followed by juniper, but it finishes dry and spicy with a bit of earthiness from the tea. This gin makes a great martini and is a pleasant change of pace in a gin and tonic.

\$23.99 for 750 mL

*Picked by Joe Labosky, Assistant Manager of Edina Liquor — 50th & France*





# EDINA LIQUOR

6755 York Ave. S.  
Edina, MN 55435



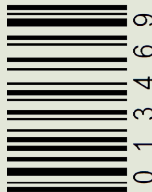
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**\$2 off any white or dark rum**  
(limit 2)

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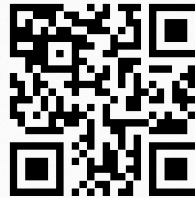
Valid 7-1-12 to 7-31-12.  
No photocopies will be accepted and no further discounts will be given.  
Coupon cannot be used for the product-of-the-month special.



**\$2 off Grain Belt Beer 12-pack or larger**  
(limit 2)

EDINA LIQUOR

Valid 6-1-12 to 6-30-12.  
No photocopies will be accepted and no further discounts will be given.  
Coupon cannot be used for the product-of-the-month special.



Closed Wednesday, July 4

Sun - closed

Fri - Sat - 9 a.m. to 10 p.m.

Mon - Thurs - 9 a.m. to 8 p.m.

HOURS

**Grandview** — near Jerry's Foods  
5013 Vernon Ave. S.  
Edina, MN 55436  
952-903-5740

**Southdale** — next to Cub Foods  
6755 York Ave. S.  
Edina, MN 55435  
952-903-5730

**3 LOCATIONS**  
**50th & France** — next to Lunds  
3943 W. 50th St.  
Edina, MN 55424  
612-928-4551

## Manager's Column

### We're Hip To The Newest Trends



**Steve Grausam**  
Liquor Operations  
Director

Every week, distributors and liquor representatives present at least 10 new items to Edina Liquor. This means that each month we are looking at about 40 new items that our suppliers would like us to sell. While we cannot put that many new items in our stores each month, we look at trends in the market and react accordingly.

There have definitely been some new trends at Edina Liquor. Honey seems to be the most popular new flavor. Jim Beam is leading the way with its Red Stag line of Spiced, Black Cherry and Honey Tea. Jack Daniel's also makes a honey whiskey called Jack Daniel's Tennessee Honey. If you think bourbon is too strong, try one of these flavored bourbons, which have a

smoother taste. Try Bushmills Irish Honey if you are a fan of Irish whiskey.

Another new trend is small batch vodkas, gins and bourbons. Generally made in the United States, these batches tend to retail for more than \$30 per 750 mL bottle. Check our stores for availability and our staff will be happy to assist you.

Light margaritas are an emerging trend made popular by Skinnygirl Cocktails. They are made with less alcohol and therefore have fewer calories. Soon to be on the market: Skinnygirl Vodka. This product will be 60 proof versus the standard 80 proof vodka. We will have to wait and see if this will be a new trend in vodka.

While blending red and white wines has been occurring for some time, it is more popular now than ever. While some of the new blends tend to be on the lighter, less dry side, there are still some that are bigger and bolder in taste and style. These blends come in many different brands. See our sales staff for help in guiding your wine selections.

If you are looking for a new trend, stop by any of our three stores and I am sure we will be able to help.

Have a great summer and thanks for your business! 🍷

*Steve Grausam is Liquor Operations Director. He can be reached by sending an email to [sgrausam@EdinaMN.gov](mailto:sgrausam@EdinaMN.gov).*